

\*\*\* PROPOSED AMENDMENT \*\*\*  
\*\*\* SUBMITTED FOR DISCUSSION PURPOSES ONLY\*\*\*

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for displaying  
2 ~~current~~ advertisements on a wireless terminal, wherein  
3 said wireless terminal comprises includes a display, the  
4 method comprising the steps of:  
5 ~~retrieving information comprising advertisement data~~  
6 ~~from a device coupled to a server;~~  
7 activating performing a wireless terminal activation  
8 operation in response to said wireless terminal in  
9 ~~response to an external stimulus~~ being activated by  
10 a user, said activation operation including  
11 executing a program, a portion of time in which said  
12 activation operation is performed being down time in  
13 which said wireless terminal is not ready for use by  
14 said user; and  
15 displaying said advertisement data on said  
16 terminal's display during at least a portion of said  
17 ~~activation step~~ activation time during which said  
18 program is executed and during which said wireless  
19 terminal is not ready for use by said user.

1 Claim 2 (currently amended): The method of claim 1,  
2 wherein said activation operation terminal includes  
3 performing a boot up sequence including executing a  
4 plurality of programs including at least one program to  
5 start the operating system  
6 ~~wherein said displaying step is performed during the~~  
7 ~~power up operation of said remote terminal is performed~~  
8 during a period of downtime lasting at least 15 seconds.

1 Claim 3 (original): The method of claim 2, ~~where said~~  
2 ~~external stimulus is~~  
3 wherein said displaying step is performed during a  
4 period of downtime lasting at least 15 seconds; and  
5 wherein said wireless terminal is activated by a  
6 user engaging a power switch being engaged.

1 Claim 4 (currently amended): The method of claim 1,  
2 wherein said activation operation includes execution  
3 of a web browser; and  
4 wherein said displaying step is performed during the  
5 start up execution of a said web browser during a period  
6 of down time in which the web browser is executing before  
7 the user can interact on the Internet.

1 Claim 5 (currently amended): The method of claim 4,  
2 ~~wherein said external stimulus is data received from a~~  
3 ~~keyboard~~ further comprising, prior to performing said  
4 step of performing a wireless terminal boot up sequence  
5 in response to said wireless terminal being activated:  
6 receiving said advertisement data during a previous  
7 time during which said wireless terminal was active; and  
8 storing said advertisement data in a memory in the  
9 wireless terminal for use during a subsequent boot up  
10 sequence.

1 Claim 6 (currently amended): The method of claim 4,  
2 further comprising:  
3 operating said wireless terminal to receive said  
4 advertisement data from a set top box during said boot up  
5 sequence ~~wherein said external stimulus is data received~~  
6 ~~from a computer mouse.~~

1 Claim 7 (original): The method of claim 1, wherein said  
2 displaying step is performed during the reactivation of  
3 said terminal following an inactive period of said  
4 terminal which said terminal's power was on.

1 Claim 8 (original): The method of claim 7, wherein said  
2 external stimulus is data received from a keyboard.

1 Claim 9 (original): The method of claim 1, wherein said  
2 advertising data is selected for at least one user of  
3 said terminal.

1 Claim 10 (original): The method of claim 9, wherein said  
2 selected advertisement data is responsive to data  
3 indicative of said terminal viewer's Internet usage  
4 history.

1 Claim 11 (original): The method of claim 9, wherein said  
2 selected advertisement data is responsive to data  
3 indicative of said terminal viewer's personalized program  
4 menu.

1 Claim 12 (original): The method of claim 9, wherein said  
2 selected advertisement data is responsive to data  
3 indicative of said terminal viewer's program viewing  
4 history.

1 Claim 13 (original): The method of claim 9, wherein said  
2 advertising data is responsive to said terminal's usage  
3 of functions enabled on said terminal.

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1 Claim 14 (original): The method of claim 1, wherein said  
2 advertising data is displayed on at least a second  
3 display.

1 Claim 15 (original): The method of claim 1, wherein said  
2 advertisement enables the interactive purchase of a  
3 product or service described in said advertising data.

1 Claim 16 (original): A system for providing targeted  
2 advertisements to a wireless terminal, comprising:  
3 a device that receives advertising data from a  
4 server computer and transmits said data to a remote  
5 terminal; and  
6 at least one said remote terminal that displays said  
7 received advertising information concurrently;  
8 wherein said advertising data is selected for at  
9 least one user of said remote terminal.

1 Claim 17 (original): The system of claim 16, wherein  
2 said device comprises a set top box.

1 Claim 18 (original): The system of claim 16, wherein  
2 said device comprises a satellite.

1 Claim 19 (original): The system of claim 16, wherein  
2 said terminal displays said advertising data when said  
3 remote terminal's operating system is executing at least  
4 one instruction of a program unrelated to said display  
5 function.

1 Claim 20 (original): The system of claim 16, further  
2 including a means for personalizing said advertisements

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3 responsive to said at least one user's interaction with  
4 said remote terminal.

1 Claim 21 (original): A method for enabling targeted  
2 advertisements to be displayed on a wireless terminal  
3 comprising a display, comprising the steps of:  
4 retrieving information comprising advertisement data  
5 from a remote device coupled to a server; and  
6 displaying said advertisement data on said  
7 terminal's display when said terminal's operating  
8 system is concurrently executing at least one  
9 program instruction;  
10 wherein said advertisement data is selected for at  
11 least one user of said terminal.

1 Claim 22 (original): The method of claim 21, wherein  
2 said displaying step is performed during the power up  
3 operation of said remote terminal.

1 Claim 23 (original): The method of claim 21, wherein  
2 said displaying step is performed during the start up  
3 execution of said web browser.

1 Claim 24 (original): The method of claim 21, wherein  
2 said displaying step is performed during the reactivation  
3 of said terminal following an inactive period of said  
4 terminal while said terminal's power was on.

1 Claim 25 (original): The method of claim 21, wherein  
2 said selected advertisement data is responsive to data  
3 indicative of said terminal viewer's Internet usage  
4 history.

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1 Claim 26 (original): The method of claim 21, wherein  
2 said selected advertisement data is responsive to data  
3 indicative of said terminal viewer's personalized program  
4 menu.

1 Claim 27 (original): The method of claim 21, wherein  
2 said selected advertisement data is responsive to data  
3 indicative of said terminal viewer's program viewing  
4 history.

1 Claim 28 (original): The method of claim 21, wherein  
2 said advertising data is responsive to said terminal  
3 viewer's usage of functions enabled on said terminal.

1 Claim 29 (original): The method of claim 21, wherein  
2 said advertisement enables the interactive purchase of a  
3 product or service described in said advertising data.

1 Claim 30 (original): A wireless terminal device  
2 comprising:  
3 a receiver for receiving advertising data;  
4 a processor that selects a portion of said  
5 advertising data responsive to at least one user of  
6 said device; and  
7 a display for displaying said selected advertising  
8 data.

1 Claim 31 (original): The device of claim 30, wherein  
2 said processor selection is responsive to said at least  
3 one user's interaction with said remote terminal.

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1 Claim 32 (original): The device of claim 30, wherein  
2 said terminal displays said advertising data when said  
3 remote terminal's operating system is executing at least  
4 one instruction of a program unrelated to said display  
5 function.

1 Claim 33 (original): The device of claim 30, wherein  
2 said advertising data is displayed during at least a  
3 portion of an activation process in said terminal in  
4 response to an external stimuli.